FALL

Internet

World 94

WASHINGTON HILTON & TOWERS
WASHINGTON, DC
DECEMBER 6-9, 1994

CONFERENCE
PROGRAM AND
REGISTRATION
INFORMATION

SESSIONS

Buying, Purchasing and Advertising

Financing Internet Entrepreneurs

Internet Games

Introduction to Mosaic

Firewalls, Security and Privacy

The Village: What Comunity Leaders
Need to Know

Realities of Publishing on the Internet

Federal BBS: What's There

ISDN: Equipment, Services, Experiences

Networked Hypermedia

Commercial Web Development

Interfaces and Connectivity

Mining the Internet

program

INTERNET WORLD magazine and Mecklermedia present a carefully designed program to help you successfully take advantage of the vast array of information and recreation resources, business opportunities, and communication systems available via the Internet. Sessions are specially designed to appeal to beginners, CEOs and CIOs, network systems managers, publishers, consultants and experienced end-users.

Preconference workshops, seminar tracks and postconference workshops each address specific needs and interests.

Mecklermedia's Spring and Fall INTERNET WORLD shows are the only conferences of their size focusing exclusively on the Internet and the commercial opportunities it offers today. Register now to assure your continued competitiveness in the dynamically evolving telecomputing environments of tomorrow.

To register, call

1.800.meckler
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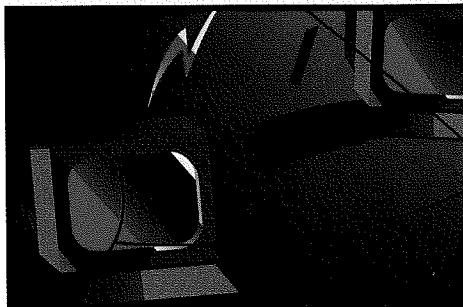**MORE REGISTRATION INFO ON PAGE 15**

exhibit hall

Major industry exhibitors will showcase the latest products and services, enabling faster and fuller leverage of the Internet's inherent business-support capabilities. Explore the possibilities directly using our Internet WorldNet™ hook-ups, openly accessible from the exhibit hall, as well as from numerous exhibitors' displays.

exhibitors

Registered exhibitors include (as of August 20) :

Accessworks Communications
Active Systems
Advantis
America Online
American Network
Ascend Communications
B3
California Software
CD Consultants
CISTI
ClariNet Communications
CommerceNet
Compuserve
The Computing Support Team
 - NyserNet
 - American Demographics
CommTouch Software
Concentric Research
Data Communications
DEC
Digital Data Express
Digital Express Group
Etc

Electronic Newstand
Frontier Technologies
Galacticomm
Hal SoftwareSystems
IBM
Iforonics
InnovationGroup
 - High Speed Internet Access
Intercon Systems Corp
The International Internet Association
The Internet Group
Internet Resources Corporation
Internet Shopping Network
Invision Systems Corporation
Invoke Corporation
John Mayes & Associates
Livingston Enterprise Inc.
Magnet
Mecklermedia
MecklerWeb
Marex
MKS Inc.
MMB Development Corporation

Morning Star
Mosaic Communications
NCM
NetManage
Netweek Inc.
Networks Northwest
Notis Systems
NovX
OCLC
Paracel
Pipeline
PSI, Inc.
QuoteCom
Rockwell Network Systems
Sea Change Corporation
Special Libraries Association
Spry & O'Reilly & Associates
Spyglass, Inc.
SURAnet
Synergy Software
Uncover & Readmore
UUNET Technologies Inc. (Alternet
Wentworth Publishing

who should attend

FALL INTERNET WORLD 94 is designed for chief information officers, publishers, IS managers, network administrators, educators, researchers, library and corporate information center directors, academic and administrative computing officers, software developers, entrepreneurs and venture capitalists, government policy makers, online information consumers, and anyone seeking to take full advantage of a global commercial information infrastructure with a market estimated at 20 million users – and growing fast.

what is the internet?

The Internet is an interconnected web of thousands of networks spanning the entire planet and cooperating to transport information of every conceivable sort. Internet access was initially limited to government defense agencies, major aerospace contractors and large universities. As the utility and advantages of the Internet became more widely known, its use spread to non-defense high-tech industries, and more recently, to use within and among companies making or offering more traditional products and services. Today, commercial users are the fastest growing segment of the vast Internet population, which is often estimated as high as 20 million users worldwide.

Christopher Locke
President, MecklerWeb

FALL INTERNET WORLD 94 CONFERENCE-AT-A-GLANCE

choose your track

TRACK A
Doing business on the Internet?
INTERNET ENTREPRENEUR

TRACK B
Want the basics?
INTERNET UTILIZATION

TRACK C
Updating Internet management skills?
INTERNET TECHNICAL

TRACK D
Legal and social issues concern you?
INTERNET VILLAGE

TRACK E
Publishing information?
INTERNET PUBLISHING

You can change your track at any time during the conference.

EXHIBIT HALL HOURS
- **Tuesday, Dec. 6** . . . . *4:00 pm - 6:30 pm*
- **Wednesday, Dec. 7** . . . *10:00 am - 6:00 pm*
- **Thursday, Dec. 8** . . . . . *10:00 am - 5:00 pm*

THANK YOU
Fall Internet World 94 would like to thank UUNET/AlterNet for providing the Internet WorldNet™ trade show network and TI Internet Access.

UUNET/AlterNet provides a full range of Internet services, including dial-up, leased-line, Frame Relay, and ISDN access methods. Come see how our newly-expanded suite of services can work for you!

TUESDAY, DECEMBER 6, 1994

PRECONFERENCE WORKSHOPS

1/1a
9:00 am - 12:00 pm
Internet
Basics
Part 1

1/1b
1:30 pm - 4:30 pm
Internet
Basics
Part 2

2
9:00 am - 4:30 pm
Commercial
Web
Development

3
9:00 am - 4:30 pm
Trouble
Shooting
Networks

4
9:00 am - 12:00 pm
Internet
Interfaces and
Connectivity
Options

5
1:30 pm - 4:30 pm
Assembling
an Internet
Toolkit

6
9:00 am - 12:00 pm
Internet for
Academia

7
1:30 pm - 4:30 pm
Executive
Quickstart

EXHIBIT HALL HOURS

■ **Tuesday, December 6**
4:00 pm - 6:30 pm

■ **Wednesday, December 7**
10:00 am - 6:00 pm

■ **Thursday, December 8**
10:00 am - 5:00 pm

WEDNESDAY, DECEMBER 7, 1994

CONFERENCE SESSIONS

9:00 am - 9:15 am
WELCOME AND AWARDS CEREMONY

9:15 am - 10:00 am
KEYNOTE: THE INTERNET IS THE INFORMATION HIGHWAY

A EXECUTIVE ENTREPRENEUR	B INTERNET UTILIZATION	C INTERNET TECHNICAL	D INTERNET VILLAGE	E INTERNET PUBLISHING
A1 10:30 am - 11:10 am Customer Market Research	**B1** 10:30 am - 11:10am Introduction to Mosaic	**C1** 10:30 am - 11:10 am TCP/IP Networking with PC's	**D1** 10:30 am - 11:10 am Internet for the Disabled Panel Disc	**E1** 10:30 am -11:10 am Values, Accultura-tion, Acceptance
A2 11:20 am -12:00 pm Impact of Internet on Buying	**B2** 11:20 am -12:00 pm The WorldWide-Web	**C2** 11:20 am -12:00 pm Methods in Developing Enterprise Data Net-work	**D2** 11:20 am -12:00 pm Internet for the Disabled	**E2** 11:20 am -12:00 pm Quality Assurance, Validation of Information
A3 1:30 pm - 2:10 pm Advertising on the Internet	**B3** 1:30 pm - 2:10 pm On the Net: What's New?	**C3** 1:30 pm - 2:10 pm Internet Security : Policies & Mechanisms	**D3** 1:30 pm - 2:10 pm Community Leaders & Internet	**E3** 1:30 pm - 2:10 pm Publishing With Internet-Works
A4 2:20 pm - 3:00 pm Economic Development In Rural US	**B4** 2:20 pm - 3:00 pm Music on the Internet	**C4** 2:20 pm - 3:00 pm Firewalls & Security, Pt.1	**D4** 2:20 pm - 3:00 pm Maryland Project	**E4** 2:20 pm -3:00 pm Digital Libraries
A5 3:30 pm - 4:10 pm Financing Entrepreneurs	**B5** 3:30 pm - 4:10 pm Internet Games	**C5** 3:30 pm - 4:10 pm Firewalls & Security, Pt2	**D5** 3:30 pm - 4:10 pm Community Freenets Panel	**E5** 3:30 pm - 4:10 pm Subscriber Relations
A6 4:20 pm - 5:00 pm Leveraging Hypermedia	**B6** 4:20 pm - 5:00 pm Electronic Journals	**C6** 4:20 pm - 5:00 pm Firewalls & Security, Pt 3	**D6** 4:20 pm - 5:00 pm Community Networking	**E6** 4:20 pm - 5:00 pm Future Newspaper Publishing

THURSDAY, DECEMBER 8, 1994

CONFERENCE SESSIONS

9:00 am – 9:40 am

KEYNOTE: INTERNET PUBLISHING: TODAY AND TOMORROW; PROMULGATIONS AND PROGNOSTICATIONS

A INTERNET ENTREPRENEUR	B INTERNET UTILIZATION	C INTERNET TECHNICAL	D INTERNET VILLAGE	VENTURE CAPITAL FORUM
A7 *9:50 am - 10:30 am* Reengineering Business	**B7** *9:50 am - 10:30 am* Intelligent Information Agents	**C7** *9:50 am - 10:10 am* Macintosh Internet Tools	**D7** *9:50 am -10:30 am* Privacy in Cyberspace	*9:00 am - 5:00 pm* **ALL DAY FORUM—** See page 11 for complete details.
A8 *11:20 am - 12:00 pm* Internet as Media	**B8** *11:20 am - 12:00 pm* TBA	**C8** *10:10 am -10:3;0 am* Macintosh Internet Agents	**D8** *11:20 am - 12:00 pm* Privacy in Wisconsin	
A9 *1:30 pm - 1:50 pm* The UnCover Company	**B9** *1:30 pm - 2:10 pm* Federal BBS	**C9** *11:20 pm - 12:00 pm* The Home-Page Model	**D9** *1:30 pm - 2:10 pm* Internet Literacy	
A10 *1:50 pm - 2:10 pm* MarketFAX	**B10** *2:20 pm - 3:00 pm* Federal BBS: Problems, Issues	**C10** *1:30 pm - 2:10 pm* ISDN: Internet Services	**D10** *2:20 pm - 3:00 pm* Internet: Culture Clash or Unity?	
A11 *2:20 pm -2:40 pm* Security APL	**B11** *3:30 pm - 4:10- pm* New York in the Global Village	**C11** *2:20 pm - 3:00 pm* ISDN Internet Services	**D11** *3:30 pm - 4:10 pm* Digital Freedom Network	
A12 *2:40 pm - 3:00 pm* Galacticomm	**B12** *4:20 pm - 5:00 pm* Communicating with Congress	**C12** *3:30 pm - 4:10 pm* ISDN User Experiences	**D12** *4:20 pm - 5:00 pm* Internet Ethics Panel	
A13 *3:30 pm - 3:50 pm* Worldview Systems		**C13** *4:20 pm - 5:00 pm* ISDN Status and Potential		
A14 *3:50 pm - 4:10 pm* MKS				
A15 *4:20 pm - 5:00 pm* Electronic Commerce				

FRIDAY, DECEMBER 9, 1994

POSTCONFERENCE WORKSHOPS

8 *9:00 am - 4:30 pm* **Purchasing Over the Internet**	9 *9:00 am - 4:30 pm* **Mining the Internet**
10 *9:00 am - 12:00 pm* **Cost Justifying the Internet**	11 *1:30 pm -4:30 pm* **Win Friends, Influence Customers**
12 *9:00 am - 12:00 pm* **Getting Your Business Plan Read**	13 *1:30 pm - 4:30 pm* **Building Corporate-Wide Internet Clones**
14 *9:00 am - 12:00 pm* **Free and Low-Cost Federal Info Online**	15 *1:30 pm - 4:30 pm* **Applications of Networked Hypermedia**
16 *9:00 am - 12:00 pm* **Training End-Users**	17 *1:30 pm - 4:30 pm* **Hands On: Creating Home Pages with HTML**
18 *9:00 am - 12:00 pm* **Hands On: Intro to Mosaic**	19 *9:00 am - 12:00 pm* **Hands On: Legal**
20 *1:30 pm - 4:30 pm* **Hands-On: Medical**	21 *9:00 am - 4:30 pm* **Joining MecklerWeb: Why and How**

PRECONFERENCE 1/1A
(can be taken as a full day w/
1B or alone as a half day)

9:00 a.m. - 12:00 p.m.
Internet Basics, Part 1

Andrew Kantor
Associate Editor, INTERNET
WORLD Magazine

Eric Berlin
Columnist, INTERNET WORLD
Magazine

WHO SHOULD ATTEND:
Computer users who want
absolute basic information
about the benefits of personal
and corporate Internet use.

OVERVIEW: What exactly is the
Internet? How do you get on?
What can you do once you're
there? These basic questions
often go unanswered. But no
longer. You'll learn everything
you ever wanted to know about
how the Internet started, where
it's going, and why people are
so excited about it. Want to go
along for the ride? We'll show
you how.

PREREQUISITES: This IS the pre-
requisite.

PRECONFERENCE 1/1B
j131:30 p.m. - 4:30 p.m.

Internet Basics, Part 2

Andrew Kantor
Associate Editor, Internet World
Magazine

Eric Berlin
Columnist, Internet World
Magazine

WHO SHOULD ATTEND:
Newcomers to the Internet, and
people familiar with on-line
services like CompuServe or
Prodigy, and who want to
explore the wide array of inter-
net resources and tools.

OVERVIEW: Based on a continua-
tion of Preconference 1A, this
time we'll go into what you can
do on the Internet and how to
do it: electronic mail, news-
groups, file retrieval, searching
for information — and every-
thing you need to surf the net.

PRECONFERENCE 2
(full day)

9:00 a.m. - 4:30 p.m.
Commercial Web Development

Michael Bauer
President, The Internet Group

Jayne Levin
Editor, THE INTERNET LETTER

Chris Vandenberg
Worldwide OEM Sales Manager
Rockwell Network Systems

WHO SHOULD ATTEND: This
workshop will appeal to man-
agers and executives in all
departments of an organization,
but particularly to those
involved in Marketing, Sales,
and Customer Support.

OVERVIEW: This workshop will
help managers learn how to add
value to their organizations by
using the Internet as a new
sales, marketing, distribution,
and customer support channel.
We will compare different sys-
tems for delivering information
to customers, such as Gopher
and the WorldWideWeb.

PREREQUISITES: Attendees
should have a basic under-
standing of the Internet. Prior
exposure to Mosaic is highly
recommended.

PRECONFERENCE 3
(full day)

9:00 a.m. - 4:30 p.m.
Trouble Shooting Networks

Art Mellor
Midnight Networks Inc.

WHO SHOULD ATTEND: Anyone
that needs to maintain a small
(or large) network or who is just
interested in diagnostic tech-
niques

OVERVIEW: This class will focus
on "tricks of the trade" for
tracking down problems with
networks such as inability to
connect to a remote host, mail
problems, security issues, DNS
problems, etc. Methodology for
tracking down problems and
responding to them will be pre-
sented with Unix commands
used for specific examples.

PREREQUISITES: Some knowledge
of IP host/router configuration.
Familiarity with Unix com-
mands useful, but not neces-
sary.

PRECONFERENCE 4
(half day)

9:00 a.m. - 12:00 p.m.
Internet Interfaces and Connectivity Options

Howard McQueen
President, McQueen &
Associates

Jean DeMatteo
Vice President Educational
Services, McQueen & Associates

WHO SHOULD ATTEND:
Management responsible for
selecting or providing users
with an Internet interface.

OVERVIEW: This half-day course
provides an in-depth perspec-
tive on the technology require-
ments and issues associated
with providing Internet access
throughout an organization. We
will explore a variety of meth-
ods for providing users with
appropriate tools to "mine" the
wealth of Internet resources.

PREREQUISITES: Experience with
telnet, file transfer, and gopher.

PRECONFERENCE 5
(half day)

1:30 p.m. - 4:30 p.m.
Assembling an Internet Toolkit

Linda Zimmer
Internet Consultant, Telegraph
Landing

William Thomassen
Internet Consultant, Telegraph
Landing

WHO SHOULD ATTEND: This
workshop will target users who
are: just getting started or about
to get started on the Internet;
interested in becoming directly
connected to the Internet; and
those already connected, but
wish to round out their supply
of Internet and information
handling tools.

PREREQUISITES: Basic computer
knowledge. Internet knowledge
not required.

PRECONFERENCE 6
(half day)

9:00 a.m. - 12:00 p.m.
Internet for Academia

Les Lloyd
Director, Computing Services,
Lafayette College

Phil Kostenbader
Systems Coordinator, Lafayette
College

Tim Cordell
Professor of Music, Edinboro
University of PA

WHO SHOULD ATTEND: Novice
and intermediate level Internet
users interested in integrating
the Internet in the college or
university curriculum.

OVERVIEW: Attendees will learn
about key resources on the
Internet that support higher
education and about software
tools available to find addition-
al resources of interest. Non-
technical information about
how to set up a Gopher or
Mosaic server as well an an up-
to-the-minute report on cutting
edge tools for information
retrieval will be offered.

PREREQUISITES: No prior experi-
ence beyond the use of e-mail.

PRECONFERENCE 7
(half day)

1:30 p.m. - 4:30 p.m.
Executive Quickstart

Jane Dysart
Dysart & Jones Associates

Ulla de Stricker
de Stricker & Associates

WHO SHOULD ATTEND: For mid-
dle to upper-level managers and
those interested in a general
overview of the reasons why
businesses, organizations, and
individuals use the Internet and
the benefits they derive.

OVERVIEW: Learn to shorten your
planning process and get a con-
cise orientation to the issues
and practices you need to know
about. You'll get a list of ques-
tions on planning, pointers and
guidance others have found
useful, and examples of suc-
cessful business applications.

PREREQUISITES: For those just
beginning to explore the
Internet.

CONFERENCE WELCOME AND AWARDS CEREMONY

9:00 a.m. - 9:15 a.m.

Nancy Melin Nelson
Conference Program Chair

Four Internet leaders will be honored as the recipients of INTERNET WORLD magazine's four "Internet World Industry Awards". Free-standing, inscribed Tiffany crystal and framed certificates will be presented to the recipients of Hardware, Software, Service, and Marketing awards categories.

KEYNOTE SESSION

9:15 a.m. - 10:00 a.m.

James Clark
Chairman and CEO, Mosaic Communications, Inc.

The Internet IS the Information Highway

10:00 a.m. - 10:30 a.m.
Coffee Break

INTERNET ENTREPRENEUR TRACK A

Session A1

10:30 a.m. - 11:10 a.m.
Doing Customer Market Research in the 21st Century

Deborah Buckley
PC Business Unit, Digital Equipment Corporation

This session will reveal the approach many companies have already adopted to utilize the Internet as a Primary Market Research Tool to take business into the 21st Century.

Session A2

11:20 a.m. - 12:00 p.m.
Impact of Internet on Buying: History, Trends & Future

Steven Bauman
Vice President & General Manager, Software Products, Farallon Computing, Inc.,

Here is detailed information

based on a study of eight years of selling through both traditional channels and via the Internet including the use of a WorldWideWeb server.

12:00 p.m. - 1:30 p.m. **Break**

Session A3

1:30 p.m. - 2:10 p.m.
Advertising on the Internet

Jeffrey Dearth
CEO, Electronic Newstand

Here are some tips on what you can do to develop a potential and active customer base without aggravating and offending users.

Session A4

2:20 p.m. - 3:00 p.m.
Economic Development - Reaching out to Rural America

E. Michael Staman
President, CICNet, Inc.

Changes in lifestyles, surroundings, consumption patterns and even our culture can be expected as the National Information Infrastructure evolves. The focus of the comments in this presentation will highlight economic development and business opportunities based on rural communities which are likely to evolve within the next few years.

3:00 p.m. - 3:30 p.m.
Coffee Break

Session A5

3:30 p.m. - 4:10 p.m.
Financing Entrepreneurs

Don Gooding
Research Partner, Accel Partners

The Internet is a hot area of interest for venture capitalists and other private sources of financing. Learn which Internet entrepreneurs have succeeded and how they did this. Find out what venture capitalists are looking for now.

Session A6

4:20 p.m. - 5:00 p.m.
Leveraging Hypermedia and WWW for Business Exposure

Michael Bauer
President, The Internet Group

Chris Vandenberg
Worldwide OEM Sales Manager Rockwell Network Systems

If you seek a practical guide that covers the impact of a well-designed World Wide Web server, the resources you need to develop it, and helpful design tips, this session is for you.

INTERNET UTILIZATION TRACK B

Session B1

10:30 a.m. - 11:10 a.m.
Introduction to Mosaic

David Sachs
Assistant Dean, Pace University

Henry Stair
Senior Consultant, Mycroft Information

The introduction of point-and-click windowed type tools has caught the imagination of the Internet community and beyond. At this session, participants will learn what Mosaic is, where to get it, how it may be used, and where it is going.

Session B2

11:20 a.m. - 12:00 p.m.
The WorldWideWeb

David Rosenlund
Director of Product Marketing, Process Software Corporation

This conference session will explore the many advantages W3 has to offer and provide the road map to the best way to gain access to and utilize W3. Specific areas of discussion will include: Building a WorldWideWeb Server; Security and the Web, Server Alternatives, and Client Alternatives.

12:00 p.m. - 1:30 p.m. **Break**

Session B3

1:30 p.m. - 2:10 p.m.
On the Net: What's New?

P. Michael McCulley
President, GENESIS Information Services

Keeping up with the surging Internet is a constant challenge. Which new mailing lists are hot and what web and FTP sites are changed daily? Find out here.

Session B4

2:20 p.m. - 3:00 p.m.
Music on the Internet

Adam Curry
Chairman, On Ramp Inc.

Take a guided tour with former MTV VJ Adam Curry of his musical view of the net and listen to his predictions for the musical future.

3:00 p.m. - 3:30 p.m.
Coffee Break

Session B5

3:30 p.m. - 4:10 p.m.
Internet Games

Rawn Shah
System Consultant, RTD Systems & Networking, Inc.

Games have been a social phenomena on the Internet for many years now. This will be a presentation on what games are available and a brief history of these games, and the people, culture and socializing within.

Session B6

4:20 p.m. - 5:00 p.m.
ELECTRONIC JOURNALS

John Pierce
Electronic Publishing Specialist, OCLC

With the cost of print publications skyrocketing and the average library's serial budget declining, many publishers are looking to the electronic publication venue to save their place in serial collections.

INTERNET TECHNICAL

TRACK C

Session C1

10:30 a.m. - 11:10 a.m.
TCP/IP Networking with PCs

Rawn Shah

System Consultant, RTD Systems & Networking, Inc.

The enormous population of PC users are driving into the Internet tunnel, only few with an understanding of what to expect. This presentation is an overview of TCP/IP software for PC and Macintosh-based computers. It will cover a brief explanation of network device drivers and driver protocols such as NDIS, ODI, Packet Drivers and the Macintosh LLCs, protocol stacks for TCP/IP on PCs and MacTCP, commercial and public domain software packages, and communications standards such as the Windows Sockets API.

Session C2

11:20 a.m. - 12:00 p.m.
Practical Methods in Developing the Enterprise Data Network

Douglas Nicklow

Network Specialist, Mine Safety Appliances Company

Learn first hand how one company faced the problems that resulted from moving toward client-server technologies and network computing. The concepts utilized involve treating legacy systems and technologies not as holdover but rather as foundations on which to build. The concepts utilized involve treating legacy systems and technologies not as holdover but rather as foundations on which to build.

12:00 p.m. - 1:30 p.m. **Break**

Session C3

1:30 p.m. - 2:10 p.m.
Internet Security: Policies and Mechanisms

Marcus Ranum

Senior Scientist, Trusted Information Systems, Inc.

This presentation will describe some of the risks of Internet connectivity, and some of the technologies that can be used to reduce those threats. Related topics such as Internet firewalls, viruses, trojan horses, and password sniffers will be discussed.

Session C4

2:20 p.m. - 3:00 p.m.
Internet Firewalls & Security, Pt. 1

Harry Haramis

Network Engineer, Cohesive Systems

Dave Grissom

Principal Account Manager, Cohesive Systems

Learn about security policies now in place at other companies including details about packet filtering, proxy services, Unix system security and authentification procedures.

3:00 p.m. - 3:30 p.m.
Coffee Break

Session C5

3:30 p.m. - 4:10 p.m.
Internet Firewalls & Security, Pt. 2

Harry Haramis

Network Engineer, Cohesive Systems

Dave Grissom

Principal Account Manager, Cohesive Systems

What are firewalls? And how can you effectively design one? Consider these options: a single router connection; a dual-homed gateway connection; a DMZ segment connection; and an air-gap connection in this session. What's best for your organization?

Session C6

4:20 p.m. - 5:00 p.m.
Internet Firewalls & Security, Pt. 3

Harry Haramis

Network Engineer, Cohesive Systems

Dave Grissom

Principal Account Manager, Cohesive Systems

Listen first to commercial and "do it yourself" firewall products and then query the experts about your own company needs.

INTERNET VILLAGE

TRACK D

Session D1

10:30 a.m. - 11:10 a.m.
Internet for the Disabled - Panel Discussion

Panel Chair: Harry Murphy

Founder & Director, Center on Disabilities

The Universal Access Project, if accepted by the Department of Commerse will develop disability access guidelines to the proposed National Information Infrastructure (NII). What are the issues? How may they be resolved? These panel speakers, drawn from UAP membership, offer their opinions

Session D2

11:20 a.m. - 12:00 p.m.
Internet for the Disabled

Michael G. Paciello

Vision Impaired Information Services,
Digital Equipment Corporation

Sit in on a "live" Internet demo that displays specific areas of interest to people with disabilities who wish to access the Internet.

12:00 p.m. - 1:30 p.m. **Break**

Session D3

1:30 p.m. - 2:10 p.m.
What Community Leaders Need to Know About the Internet

Joe Ryan

Syracuse University

With the massive publicity associated with the commercialization of the Internet many community leaders are asking what will be the impact on themselves, their organizations and businesses, and their communities when the Internet comes to town. This session will discuss the issues and barriers elected, appointed, and volunteer community leaders face. This session will identify the solutions and opportunities that early community leader Internet adopters have found.

Session D4

2:20 p.m. - 3:00 p.m.
Project Sailor in Maryland

Barbara Smith

Division of Library Development and Services, Maryland State Dept. of Education

The Maryland Library Community has opened access to an Internet gopher to Marylanders without charge. The project includes the completion of the first phase of a telecommunication backbone that opens access to Sailor for 86% of Marylanders.

3:00 p.m. - 3:30 p.m.
Coffee Break

Session D5

3:30 p.m. - 4:10 p.m.
Community Freenets Panel

TBA

Community freenets are springing up around the country. Listen to a panel of experienced freenet providers as they share local experience in organizing, promoting, and keeping them running.

Session D6

4:20 p.m. - 5:00 p.m.
Community Networking: Knocking Down the Tollbooths on the Information Superhighway

Taylor Walsh
Executive Director, CAP Access

The free-access-network model is spreading as the federal government continues to commit millions in grants to develop them. The question remains whether the public should be guaranteed free access as the technology evolves. What does this expert predict?

INTERNET PUBLISHING

TRACK E

Session E1

10:30 a.m. - 11:10 a.m.
Internet Publishing: Values; Acculturation & Acceptance

John Duhring
Vice President of Business Information Services, WAIS, Inc.

How are Internet software tools being applied to the business of publishing? This session examines the values, acculturation, and acceptance of these tools by the traditional book and database publishing community.

Session E2

11:20 a.m. - 12:00 p.m.
Quality Assurance & Validation of Information

Czeslaw Jan Grycz
Office of the President, University of California

The problems and barriers to the emergence of content providers is a very intriguing topic, and is of growing importance as people are learning that conditions hospitable to the conduct of business (security, encryption, Internet funds transfers) are requirements, but so are easy navigation methodologies, and reliable quality assurance mechanisms.

12:00 p.m. - 1:30 p.m. **Break**

Session E3

1:30 p.m. - 2:10 p.m.
Publishing with InternetWorks

Patricia Sabosik
Vice President of Electronic Texts, BookLink Technologies

The InternetWorks project involves the application of client-server technology, and a series of established and emerging business and communication standards, to support publishing and content delivery on the Internet.

Session E4

2:20 p.m. - 3:00 p.m.
Finding Our Way: Information, Borders, Digital Libraries

John Garrett
Director, Information Resources, Corporation for National Research Initiatives

A world system of networked digital libraries will require us to redefine ourselves, our work, and the information which mediates between us and the world. The existing borders, like author-publisher-library, letter-message-article, or original-copy, may be difficult to sustain in this new world.

3:00 p.m. - 3:30 p.m.
Coffee Break

Session E5

3:30 p.m. - 4:10 p.m.
Subscriber Relations

Neal Friedman
Attorney, Pepper & Corazzini, L.L.P.

Doing business in cyberspace is not the same as in other media. There are difficult questions concerning protections for provider and subscriber that must be addressed. This presentation will lay out the issues and provide some answers in this important, yet still emerging area of law.

Session E6

4:20 p.m. - 5:00 p.m.
Newspaper Publishing in the Future

Brad Templeton
ClariNet Communications Corporation

Network technologies can and are changing the face of news publishing. Templeton describes his own electronic newspaper, how it works and how it came to be, along with where it's going in the future.

CONFERENCE SESSIONS
Thursday, Dec. 8, 1994

9:00 am - 9:40 am
Keynote

Internet Publishing: Today and Tomorrow; Promulgations and Prognostications

Brewster Kahle
Chief Executive Officer, WAIS, Inc.

INTERNET ENTREPRENEUR

TRACK A

A Case Study Day of Business Uses of the Internet

Session A7

9:50 a.m. - 10:30 a.m.
Reengineering Your Business

Resource Integration Associates, Inc.

Will the Internet change how your company is doing business? Learn how other organizations have redesigned the way in which they both operate and conduct business on a daily basis now that they use the Internet as a management tool.

10:30 a.m. - 11:20 a.m.
Coffee Break - Visit Exhibit Hall

Session A8

11:20 a.m. - 12:00 p.m.
Case Studies; Internet as Media

Brian Johnson
Communications Consultant

BERTELSMAN MUSIC GROUP - The world's largest record company.

AMERICAN LAWYER MAGAZINE - Steve "Mr. Court TV" Brill extends the reach of his media empire over the Internet

THE SUN - It's the first daily Internet newspaper and it comes complete with advertising.

12:00 p.m. - 1:30 p.m. **Break**

Session A9

1:30 p.m. - 1:50 p.m.
Case Study; The UnCover Company

Ted Koppel
Information Systems Manager, The UnCover Company

Brenda Bailey
Marketing/Client Liason, The UnCover Company

Information about the journal selections made by REVEAL subscribers provides real data on what Internet end-users actually want to read. Experiments in integration of e-mail in support of other current awareness options will be noted.

Session A10

1:50 p.m. - 2:10 p.m.
Case Study; MarketFAX

Tom Kadala
MarketFAX

Successful examples of Fax-on-Demand applications using information from the Internet.

Session A11

2:20 p.m. - 2:40 p.m.
Case Study; Security APL, Inc.

Kenneth Bachulis
Director of Marketing, Security APL, Inc.

Security APL is assisting investment advisory firms to be able to access the Internet.

Session A12

2:40 p.m. - 3:00 p.m.
Case Study; Galacticomm, Inc.

Scot Brinker
President, CEO, Galacticomm, Inc.

This study is an exploration of the possibilities for running an interactive service on the Internet using advanced bulleting board system software.

3:00 p.m. - 3:30 p.m.
Coffee Break

Session A13

3:30 p.m. - 3:50 p.m.
Case Study; Worldview Systems Corporation

Niel Checkoway
Vice President, General Manager, Consumer Business, Worldview Systems Corporation

Worldview Systems Corporation is a leading electronic publisher of time-sensitive destination travel information. This session will give insight not only into Worldview but also online services from business and customer perspectives.

Session A14

3:50 p.m. - 4:10 p.m.
Case Study; MKS, Inc.

Dan Latendre
Product Manager, MKS, Inc.

MKS has developed MKS Internet Anywhere, a windows front end of Internet news and mail. Learn how a company moves into an Internet connection and how it has benefited from organizational research and experience.

Session A15

4:20 p.m. - 5:00 p.m.
Electronic Commerce: The Vision

Cathy Medich
Chairman, Enterprise Integration Technologies

Where do we go from here? Business in the online environment.

INTERNET UTILIZATION

TRACK B

Session B7

9:50 a.m. - 10:30 a.m.
Intelligent Information Agents

Phillippe Courtot
Chairman, President & CEO, Verity, Inc.

Information agents exploit the power of combining connectivity and search tools to navigate the large amounts of complex data from electronic mainstream markets.

10:30 a.m. - 11:20 a.m.
Coffee Break - Visit Exhibit Hall

Session B8

11:20 a.m. - 12:00 p.m.
TBA

12:00 p.m.- 1:30 p.m. **Break**

Session B9

1:30 p.m. - 2:10 p.m.
Federal Bulletin Board Systems – What's There

Bruce Maxwell
Author & President, Burce Maxwell Seminars

Federal government agencies and departments operate more than 200 bulletin board systems that provide free or low-cost information to the public. This session will provide an introduction to federal BBS's and then zero in on the very best sites.

Session B10

2:20 p.m. - 3:00 p.m.
Federal Bulletin Board Systems: Problems & Issues

Charles McClure, Ph.D.
Editor in Chief of Internet Research, Syracuse University

Findings from a sponsored

study proves that selected Federal Bulletin Boards may not be very useful to citizens to whom they are targeted. This session offers an up-to-date report on a number of issues that must be resolved for effective public access.

3:00 p.m. - 3:30 p.m.
Coffee Break

Session B11

3:30 p.m. - 4:10 p.m.
New York in the Global Village

Steven Cherry
Director, Society for Electronic Access

The Voters Telecommunications Watch concerns itself with Internet access to the state legislative process in New York. How was it established? Can your state undertake such an initiative?

Session B12

4:20 p.m. - 5:00 p.m.
Communicating with Congress

Memory Sherard
U.S. House of Representatives

Mr. Smith takes the Internet to Congress. This session offers an overview of Internet mail, Gopher & WAIS services as it is employed in the House of Representatives.

INTERNET TECHNICAL

TRACK C

Session C7

9:50 a.m. - 10:10 a.m.
Internet Tools for the Macintosh

Braddlee
Network Information Consultant, NevadaNet

This session is an overview of the wide range of free and low-cost desktop tools available for the Internet-connected Mac. aimed at the Internet novice, the goal will be to demonstrate tools for telnet, FTP, Gopher, WAIS, Usenet, and

WorldWideWeb. The emphasis will be primarily on client (end-user) software, rather than server software. Information on features and where to obtain packages will be provided.

Session C8

10:10 a.m. - 10:30 a.m.

Macintosh Agents on the Internet

Susan Gladwin
Product Market Manager, AppleSearch, Apple Computer

This panel will focus on how search agents can be used to make finding relevant information on the Internet hassle free and how the integration of Internet services, such as AppleSearch tm, WAIS, Gopher, and Mosaic, are creating a search agent infrastructure for the nation's Information Superhighway.

10:30 a.m. - 11:20 a.m.
Coffee Break - Visit Exhibit Hall

Session C9

11:20 a.m. - 12:00 p.m.
The Home-Page Model

John Patrick
Vice President of Communications, IBM

The "home-page" model for information dissemination has been enthusiastically utilized by IBM for several years. Here's how the company makes optimal use of this technique to both disseminate information and gather data from business partners.

12:00 p.m. - 1:30 p.m. **Break**

ISDN and the Internet

ISDN is a digital communications service that can provide 256 kbps on a dialup line at $20 to $40 per month in most parts of the country. It enables the effective use of Mosaic and other graphics tools by dialup users. These sessions will discuss how ISDN can be used to connect to the Internet.

Session C10

1:30 pm - 2:10 pm
ISDN: Equipment and Services

Pat D'Innoncenzo
Bell Atlantic

Jim Zeitlin
Ascend Communications

ISDN equipment and services that are needed to access the Internet.

Session C11

2:20 p.m. - 3:00 p.m.
ISDN; Internet Services

Marty Schoffstall
Performance Systems Inc.

TBA
Global Enterprise Services

Two Internet service providers will present the ISDN services that they offer for both network and individual dialup connections including hardware and software requirements and discuss the trade-offs between ISDN and other services.

3:00 p.m. - 3:30 p.m.
Coffee Break

Session C12

3:30 pm - 4:10 pm
ISDN: User Experiences

Sam Patel
Director of Network Planning, GES

Two users will discuss their experiences with using ISDN to access the Internet.

Session C13

4:20 p.m. - 5:00 p.m.
ISDN: Status and Potential

Robert Larribeau
Consultant, Larribeau Associates

A presentation on how ISDN compares to other technologies, including dedicated lines, frame relay, and ATM for Internet access. Current issues and long term prospects for ISDN will be discussed.

INTERNET VILLAGE

TRACK D

Session D7

9:50 a.m. - 10:30 a.m.
Privacy in Cyberspace

David Sobel
Legal Counsel, Electronic Privacy Information Center

With the growth of electronic communications, the privacy and security of sensitive information has become crucial.. Will our emerging networks be designed to facilitate surveillance, or will they protect the privacy of personal communications?

10:30 a.m. - 11:20 a.m.
Coffee Break - visit exhibit hall

Session D8

11:20 a.m. - 12:00 p.m.
Privacy in Wisconsin

Jo Ann Oravec, Ph.D.
University of Wisconsin - Madison

Along with an overview of the issues, an overview of the state of Wisconsin's privacy-related initiatives will also be presented, including creation of the Privacy Council (the nations first state-level council focusing on information privacy issues) and the Office of the Privacy Advocate.

12:00 p.m. - 1:30 p.m. **Break**

Session D9

1:30 p.m. - 2:10 p.m.
Internet Literacy

Linda Zimmer
President, Telegraph Landing

Linda Zimmer has devised a "12-Step" program to network literacy, from information handling techniques to Internet Culture. End users, trainers and managers responsible for end users, will receive solid information and valuable tools.

Session D10

2:20 p.m. - 3:00 p.m.
Internet: Culture Clash or Unity?

Speaker TBA, CompuServe
Real world experience with inbound and outbound services helps in understanding USENET newsgroups as a meeting place and how neophytes use FTP.

3:00 p.m. - 3:30 p.m.
Coffee Break

Session D11

3:30 p.m. - 4:10 p.m.
Digital Freedom Network

Howard Jonas
President, International Discount Telecommunications

Political dissidents of all nationalities are discovering a homeland in the WorldWide-Web of computer networks known as cyberspace. The Digital Freedom Network offers phone and internet services to businesses.

Session D12

4:20 p.m. - 5:00 p.m.
Internet Ethics – Panel Discussion

Moderator: Marsha Woodbury
Professionals for Social Responsibility

Panel: Dr. Ramon Barquin
Head, Computer Ethics Institute

Ben Shneiderman
Department of Computer Science
University of Maryland

Michael Cavanagh
Cavanagh and Associates

The potential abuses of government and corporate databases containing information ranging from social security and medical records to consumer buying habits are frightening. With the advent of the "Information Superhighway", the risks of invasion of privacy are multiplied.

VENTURE CAPITAL FORUM

9:00 a.m. - 5:00 p.m.

Moderator William Hulley
General Partner, Fostin Capital Partners

What is the Venture Capital Forum?

The Venture Capital Forum will provide a venue for memebers of the finance and business community to meet with managers of Internet-based companies interested in securing new financial, investment or corporate partners. Companies will present overviews of their products and business strategies to an audience of investors, lenders and business development managers looking for Internet-focused opportunities.

Presenting Companies

Each of the presenting companies is developing or marketing products or services for Internet users. All of the companies are interested in attracting equity investors or corporate partners. Each company's management team will make a presentation which details:

- the products or services that they offer
- who their customers are and why they buy
- how they market their products or services
- the company's projected financial results

The presentations will include open question periods and an opportunity to meet company management.

The Audience

The audience will include venture capitalists, private investors and business development managers looking for investment or partnering opportunities.

The registration fee is $345 and includes entrance to the exhibition, access to conference sessions on Thursday and a portfolio of information about each presenting organization.

Organizations can reserve presentation time by becoming an exhibitor or by reserving a time slot by contacting Chris Fischer at (913) 362-8030.

POSTCONFERENCE 8
(full day)

9:00 a.m. - 4:30 p.m.
Purchasing Over the Internet

Andrew Currie
President, Cyberspace Development, Inc.

WHO SHOULD ATTEND: The workshop is intended for business decision makers considering an interactive commercial presence on the Internet that includes online ordering or online sales functionality.

OVERVIEW: Every attendee will learn the current state of the art in Internet ordering and sales, view case studies, hear lessons learned from professionals working in the field today, and explore the emerging developments in this field. The workshop also will include an overview of the technical and legal issues, the range of costs involved, and a comparison of Internet with similar operations on the major online services and bulletin board systems.

PREREQUISITES: This workshop requires no special experience or computer knowledge. It does assume a basic understanding of what the Internet is today and the common tools (E-mail, Telnet, FTP, Gopher, WorldWideWeb) used on it.

POSTCONFERENCE 9
(full day)

9:00 a.m. - 4:30 p.m.
Mining the Internet for Business and Research Information

Michael McCulley
Columnist, "Internet Waves," INFORMATION TODAY

WHO SHOULD ATTEND: Researchers, writers, journalists, librarians, online users, help desk staff, market researchers, or anyone interested in using the Internet for research and to obtain business information will benefit from attending this seminar. This in an intermediate level seminar, and will assume a basic understanding of the Internet and its major tools (e-mail, FTP, Gopher, etc.)

PREREQUISITES: Basic Internet knowledge or background would be helpful to attendees to gain the most from this seminar. Familiarity with e-mail, FTP, Gopher, mailing lists, and the WorldWideWeb would also be helpful, but not required.

POSTCONFERENCE 10
(half day)

9:00 a.m. - 12:00 p.m.
Cost Justifying the Internet

Joel Maloff
President The Maloff Company

WHO SHOULD ATTEND: Anyone interested in understanding the business implications of the Internet should attend this workshop, especially senior managers and executives interested in understanding all of the costs and many of the likely benefits. The focus will be business-oriented with explanation of technical terms as needed.

PREREQUISITES: Basic knowledge of computers and networks useful, not mandatory.

POSTCONFERENCE 11
(half day)

1:30 p.m. - 4:30 p.m.
How to Win Friends and Influence Customers in a Responsive Marketplace

Catherine Smith
President, Canadian Internetworking Services, Inc.

WHO SHOULD ATTEND: Individuals from for-profit and not-for-profit organizations interested in marketing over the Internet.

OVERVIEW: You will learn what the Internet is – and what it isn't; what kinds of businesses are using the Internet; expanding existing markets via the Internet; World-wide markets available via Internet. The session will be illustrated with: examples of successful Internet marketing; identification of tangible and intangible costs and benefits; a guide to advertising on the Internet.
PREREQUISITES: None

POSTCONFERENCE 12
(half day)

9:00 a.m. - 12:00 p.m.
Getting Your Business Plan Read

William Hulley
General Partner, Fostin Capital Partners

WHO SHOULD ATTEND: Company managers targeting venture or corporate investment partners who are interested in developing Internet services.

PREREQUISITES: A basic understanding of the Inernet.

POSTCONFERENCE 13
(half day))

1:30 p.m. - 4:30 p.m.
Building Corporate Wide Internet Clones

Michael Carroll
Manager, Science & Engineering Dept, Lockheed Corporation

Scott Downs
Lockheed Corporation

OVERVIEW: This workshop will address managerial and technical issues involved in building a corporate-wide Internet clone. The Lockheed experience will be explored in depth.

PREREQUISITES: A basic understanding of the Internet.

POSTCONFERENCE 14
(half day)

9:00 a.m. - 12:00 p.m.
Free and Low-Cost Federal Information Online

Bruce Maxwell
Author & President, Bruce Maxwell Seminars

WHO SHOULD ATTEND: Anyone who needs quick, easy, and cheap access to federal government information should benefit from this workshop.

OVERVIEW: Federal agencies and departments operate more than 200 BBSs that are o the public, and hundreds more Internet sites also offer federal government information. The challenge now is to figure out what's out there and how to access it. This workshop will tackle that challenge by briefly touching on trends in online dissemination of federal government information and then identifying the most useful online resources.

PREREQUISITES: Although the workshop is aimed at people with a working knowledge of computer communications and the Internet, even those with a limited background should learn things they can use immediately.

POSTCONFERENCE 15
(half day)

1:30 p.m. - 4:30 p.m.
Applications of Networked Hypermedia

Robert Akscyn
Knowledge Systems Incorporated

OVERVIEW: This workshop will present, through illustration of existing projects and applications, the use of hypermedia much more broadly than the stereotypical "information access" view associated with today's popular networked information retrieval tools. Hypermedia can be equally useful as a constructive environment for the development and maintenance of a variety of "knowledge artifacts" such as large-scale software systems, modeling, financial accounting, etc., as well as supporting the construction of large-scale digital libraries.

PREREQUISITE: A basic understanding of the Internet.

POSTCONFERENCE 16
(half day)

9:00 a.m. - 12:00 p.m.
Training the End-User in the Use of the Internet
J.B. Lumpkin

WHO SHOULD ATTEND: Anyone with a direct responsibility for Internet training.

OVERVIEW: Focusing on business and industry, this workshop explores a variety of methods for training new Internet users in e-mail, newsgroups, telnet, FTP, Archie, Gopher, WAIS and WWW.

PREREQUISITES: A basic understanding of the Internet.

POSTCONFERENCE 17
(half day)

1:30 p.m. - 4:30 p.m.
Hands On – Creating Your Own Home Pages with HTML
Christine Walczyk
Training Services Computation Center, University of Texas

WHO SHOULD ATTEND: Anyone who has heard of and used Mosaic or Lynx and wants to know how to create their own pages are encouraged to attend. This workshop is designed for the more advanced user of the Internet with a curiosity about how Web pages are designed.

OVERVIEW: Participants will learn how to create HTML (hypertext markup language) documents. They will actually leave the session with a personally created Web page ready to implement. They will learn about URLs, anchors, and graphic files. Sound will not be fully explored.

PREREQUISITES: It is necessary that attendees have explored the WorldWideWeb through the software packages Mosaic or Lynx. It is recommended that they know what a URL is, but not mandatory. It will be fully explained in the workshop.
Limited to 20 participants, 2 people per computer workstation

POSTCONFERENCE 18
(half day)

9:00 a.m. - 12:00 p.m.
Hands On - Introduction to Mosaic

David Sachs
Pace University

Pete Stair
Mycroft Information

WHO SHOULD ATTEND: Managers, administrators and staff wishing to learn the Internet's most popular new interface: Mosaic. If you use the Internet or are planning to use it, this workshop will provide you with an introduction to Mosaic as well as how to use Mosaic to find all of the Internet's global treasures.

OVERVIEW: This workshop will teach you about Mosaic with real- time demonstrations and hands-on activities. Mosaic is a "point and click" windows-type interface to all of the resources of the worldwide Internet. An intuitive human interface, Mosaic provides access without aggravation, and communications without complexity. New commercial, governmental, and educational "Home Pages" offer instant access to the world's information highway using hypertext and hypermedia. Learn about these and experience the excitement of the explosive development.

PREREQUISITES: Although a working knowledge of personal compuers would be helpful, the workshop is self-contained and will present all information needed.
Limited to 20 participants, 2 people per computer workstation

POSTCONFERENCE 19
(half day)

9:00 a.m. - 12:00 p.m.
Hands On: Legal
Michael Gold, beezeLink

This workshop will provide a firm introduction to the Internet for legal professionals. While all Internet functions and utilities will be covered, there will be a special focus on locating specific legal information on the net. Topics covered: e-mail (including news and e-conferencing), telnet, FTP, Gopher, and a WorldWideWeb demon-stration. Accessing government information, and searching through various legal resources available through the Internet will also be covered. This is a hands-on workshop for attorneys and other para-legal professionals. The workshop is geared to beginning level, though all end-users will find interesting information regarding available legal resources. *Limited to 20 participants, 2 people per computer workstation*

POSTCONFERENCE 20
(half day)

1:30 p.m. - 4:30 p.m.
Hands On: Medical
Michael Gold
beezeLink

OVERVIEW: This workshop will provide a firm introduction to the Internet for medical professionals. While all Internet functions and utilities will be covered, there will be a special focus on locating specific medical information on the net. Topics covered: e-mail (including news and e-conferencing), telnet, FTP, Gopher, and a WorldWideWeb demonstration. Accessing medical and health care, government information, and searching through various resources available through the Internet will also be covered. This is a hands on workshop for doctors, nurses, hospital administrators and other healthcare professionals. The workshop is geared to beginning level, though all end-users will find interesting information regarding available medical resources.
Limited to 20 participants, 2 people per computer workstation

POSTCONFERENCE 21
(full day)

9:00 am - 4:30 pm
Joining MecklerWeb: Why and How
### Christopher Locke
President, MecklerWeb and Core Partners

WHO SHOULD ATTEND: CEO's, Presidents, and Senior Marketing Executives of organizations, who are responsible for corporate positioning in the global economy.

OVERVIEW: This workshop will provide corporate executives with the information they need to understand the strategic importance of MecklerWeb as a global marketing and communications medium. The role of MecklerWeb in providing "corporate presence" to businesses seeking global online representation will be explained and demonstrated by the core technology and business partners. Details concerning the costs, benefits and deliverables of MecklerWeb participation will be presented.

Apply for free admittance by faxing to (203) 454-5840.

E-mail:
jebrown@mecklermedia.com

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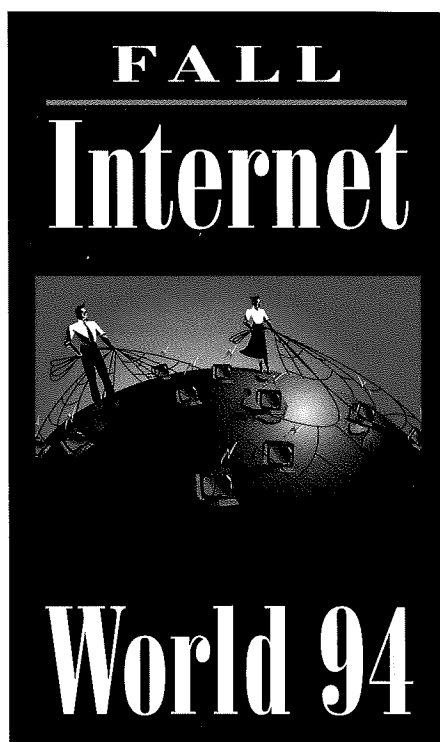
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Fall Internet World 94
20 Ketchum Street
Westport, CT 06880

- Tel: 800-MECKLER (632-5537)
  203-226-6967
- Fax: 203-226-6976
  203-454-5840
- E-mail: Internet:
  iwconf@mecklermedia.com
  CompuServ: 70373,616
  AppleLink: Meckler

Delegates are responsible for their own travel arrangements.

Delegates to **Fall Internet World 94** may register for any number of days, each of which comprise of several tracks.

The fee includes:

- Participation in any conference track for each day booked. Delegates may switch between tracks as they choose.
- Admission to the exhibit hall (a $20.00 value).
- Conference Packet

- $50 of Mecklermedia scrip (to be used at the Mecklermedia booth).
- Morning and afternoon coffee.

CONFIRMATION AND BADGES

All registrations postmarked on or before November 23, 1994 will be acknowledged by mail. Badges and conference packets may be picked up at **Fall Internet World 94**.

DISCOUNTS

(Not applicable for Pre- and Postconference workshops.)

Academic and government institutions are entitled to a $100 discount for each individual.

GOVERNMENT REGULATIONS

Mecklermedia accepts official government training orders in lieu of advance payment.

REGISTRATION DESK
Washington Hilton & Towers

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Tuesday, Dec. 6, 7:30 am - 6:30 pm
Wednesday, Dec. 7, 7:30 am - 6:00 pm
Thursday, Dec. 8, 7:30 am - 5:00 pm
Friday, Dec. 9, 7:30 am - 3:00 pm

HOTEL DISCOUNTS – CALL THE TRAVEL DESK

To obtain preferred room rates, call 800-944-9090 and identify yourself as a Fall Internet World 94 show attendee.

Save 25%! A special show rate of $125 (single/double occupancy) is available at the Washington Hilton & Towers only through THE TRAVEL DESK. Rooms are limited so make your reservations as early as possible. Rates may not be available after November 15, 1994.

AIRLINE INFORMATION
American Airlines

Call 800-433-1790, file # 06D4P7
10% discount on full coach fares.

Continental

Call 800-468-7022, file # ZMA2
10% discount on full coach fares.

CANCELLATIONS AND SUBSTITUTIONS

Cancellations will be accepted if received in writing and postmarked no later than November 18, 1994. Full refunds, minus a $100 processing fee will be issued. No refunds will given after this date. Substitutions for the same amount of fees may be made until 1:00 pm on November 29, 1994. Please indicate the name and title of the person who will be replacing the original registrant. After this date, all changes must be made at the conference.

Note: The sponsors and management of FALL INTERNET WORLD 94 reserve the right to make necessary changes in this program. Every effort will be made to keep presentations and speakers as represented. However, unforeseen circumstances may result in the substitution of a presentation topic or speaker.

Mecklermedia Corporation assumes no liability for the acts of their suppliers nor for the safety of any FALL INTERNET WORLD 94 participant while in transit to or from this event. The total liability during the precise hours of the meeting will be limited to a refund of the delegate fee.

EXHIBIT HALL HOURS

- **Tuesday, Dec. 6**
  4:00 pm - 6:30 pm
- **Wednesday, Dec. 7**
  10:00 am - 6:00 pm
- **Thursday, Dec. 8**
  10:00 am - 5:00 pm

HOW TO REGISTER FOR FALL INTERNET WORLD 94
1. Complete all personal information (Section A).
2. Indicate which tracks you are planning to attend (Section B).
3. Compute your registration fee (Section C).
4. Indicate your payment method (Section D).
5. Return your completed form by phone, fax or mail

A. PERSONAL INFORMATION

First Name

Last Name

Title

Organization

Street

City, State, Zip

Country

Phone

Fax

Internet

Your Business or Profession: (check one)
1 ☐ Communication
2 ☐ Consulting
3 ☐ Education/Research
4 ☐ Finance/Banking
5 ☐ Government
6 ☐ Healthcare Services
7 ☐ Information Industry
8 ☐ Insurance
9 ☐ Legal
10 ☐ Librarian
11 ☐ Manufacturing
12 ☐ Non-profit
13 ☐ Publishing
14 ☐ Other

Your Job Function: (check one)
A ☐ Computer Specialist
B ☐ Datacom
C ☐ Information Specialist
D ☐ Management
F ☐ Marketing/Sales
G ☐ MIS/IS/IT
H ☐ Networking Management
I ☐ Publisher
J ☐ Researcher
K ☐ Scientist
L ☐ Systems & Software Design
M ☐ Teacher/Professor
M ☐ Other

Your Title: (check one)
A ☐ Administrator
B ☐ CEO/President
C ☐ CIO/VP/Director
D ☐ Engineer Specialist
F ☐ General Manager
G ☐ Independent Consultant
H ☐ Librarian
I ☐ Sales/Marketing Mgr.
J ☐ Other

Size of Your Organization: (check one)
K ☐ under 10
L ☐ 10 - 100
M ☐ 100 - 300
N ☐ 300 - 600
O ☐ 600 - 1000
P ☐ over 1000

What is your role in the purchasing process of the Internet? (check one)
Q ☐ Final decision maker
R ☐ Recommend
S ☐ Specify
T ☐ No role

When are you planning to make your purchases? (check one)
U ☐ 1-3 months
V ☐ 3-6 months
W ☐ 6 months - 1 yr
X ☐ Over 1 yr

What are you planning on purchasing? (check one)
Z ☐ Communications software
0 ☐ User interface
1 ☐ Resource discovery tools
2 ☐ Modems/fax modems
3 ☐ Bridges/hubs/routers/gateways/switchese
4 ☐ Publications
5 ☐ Electronic mail
6 ☐ Network managemnt tools
7 ☐ Personal computers/terminal/workstations
8 ☐ Online databases
9 ☐ Bulletin boards
- ☐ Online databases
! ☐ Bulletin boards
% ☐ Online public access catalogs
+ ☐ Network operating systems
= ☐ Network security products
< ☐ Document delivery systems
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FAX: 203-226-6976 or 203-454-5840

E-MAIL: Internet: iwconf@mecklermedia.com or CompServe: 70373,616
AppleLink: Meckler

MAIL: Mecklermedia Conference Management
20 Ketchum Street, Westport, CT 06880

Duplicate this form as necessary. Payment and registration form must be received together. Discount & Team Registration from the same organization must be mailed together. Please check the appropriate boxes.

C. REGISTRATION FEES

				BEFORE NOV. 22	AFTER NOV. 22
PRECONFERENCE WORKSHOPS TUESDAY, DEC. 6					
Full Day	☐ 1	☐ 2	☐ 3	$185	$235
AM	☐ 1A	☐ 4	☐ 6	$ 95	$145
PM	☐ 1B	☐ 5	☐ 7	$ 95	$145
			SUBTOTAL		
FULL CONFERENCE					
☐ Wed., Dec. 7 & Thurs., Dec. 8				$445	$495
Pre- and Postconference Workshops not included.					
I select the following day only:					
☐ Wed., Dec. 7				$245	$295
☐ Thurs., Dec. 8				$245	$295
			SUBTOTAL		
VENTURE CAPITAL FORUM					
☐ Thurs. Dec. 8				$345	$395
Also good for all conference sessions on Dec. 8					
			SUBTOTAL		
POSTCONFERENCE WORKSHOPS FRIDAY, DEC. 9					
Full Day	☐ 8	☐ 9		$185	$235
AM	☐ 10 ☐ 12 ☐ 14 ☐ 16			$ 95	$145
PM	☐ 11 ☐ 13 ☐ 15			$ 95	$145
HANDS-ON					
AM	☐ 18	☐ 19		$395	$445
PM	☐ 17	☐ 20		$395	$445
			SUBTOTAL		
EXHIBIT HALL REGISTRATION Free to paid conference registrants Good for all three days				$ 10	$ 20
			TOTAL		

B. TRACK SELECTION For planning, check selected tracks:

Wednesday, December 7

A Internet Entrepreneur ☐ A1 ☐ A2 ☐ A3 ☐ A4 ☐ A5 ☐ A6
B Internet Utilization ☐ B1 ☐ B2 ☐ B3 ☐ B4 ☐ B5 ☐ B6
C Internet Technical ☐ C1 ☐ C2 ☐ C3 ☐ C4 ☐ C5 ☐ C6
D Internet Village ☐ D1 ☐ D2 ☐ D3 ☐ D4 ☐ D5 ☐ D6
E Internet Publishing ☐ E1 ☐ E2 ☐ E3 ☐ E4 ☐ E5 ☐ E6

Thursday, December 8

A Internet Entrepreneur ☐ A7 ☐ A8 ☐ A9 ☐ A10 ☐ A11 ☐ A12 ☐ A13
☐ A14 ☐ A15
B Internet Utilization ☐ B7 ☐ B8 ☐ B9 ☐ B10 ☐ B11 ☐ B12
C Internet Technical ☐ C7 ☐ C8 ☐ C9 ☐ C10 ☐ C11 ☐ C12 ☐ C13
D Internet Village ☐ D7 ☐ D8 ☐ D9 ☐ D10 ☐ D11 ☐ D12

D. PAYMENT METHOD Payment for advanced registration must be received by Dec. 1, 1994. (After this date register at the conference).

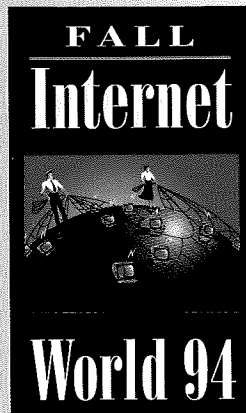Check should be payable to: MECKLERMEDIA CORP.

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Charge to: ☐ VISA   ☐ AMEX   ☐ MasterCard

Account Number _____ Exp. Date _____

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